

# The Status of Indiana's Youth Tobacco Use



## Preserving our investment

Priority area one of Indiana Tobacco Prevention and Cessation's 2015 strategic tobacco control plan is to decrease tobacco use among youth. Effective state and local community prevention strategies must include tactics that apply to cigarettes, smokeless tobacco, cigars, and new tobacco items such as snus and dissolvable products.

Youth are easy targets for the tobacco industry. They're often influenced by TV, movies, advertising, and by what their friends do and say. This behavior seems very cool at the time, but teens don't realize how hard it is to quit. Young people don't think much about future health consequences. Developing cancer, emphysema, blindness, or impotence doesn't seem like a real concern to them.

Nearly all regular tobacco users first try it as adolescents. Almost 90 percent of adults who are regular smokers started at or before the age of nineteen.<sup>1</sup> In fact, the younger a person is when they begin to smoke, the more likely they will become a regular adult smoker. And people who start smoking at younger ages are more likely to develop long-term nicotine addiction than people who start later in life.

## Protecting Indiana's youth

Youth tobacco prevalence is measured as the use of smokeless tobacco, cigarettes, cigars, bidis, kreteks, or flavored tobacco products at least once in the past 30 days. Indiana's efforts to drive down youth tobacco use between 2000 and 2008 have resulted in significant and dramatic declines. Tobacco use for middle school students dropped by nearly 40 percent, and tobacco use among high school students declined by 20 percent.

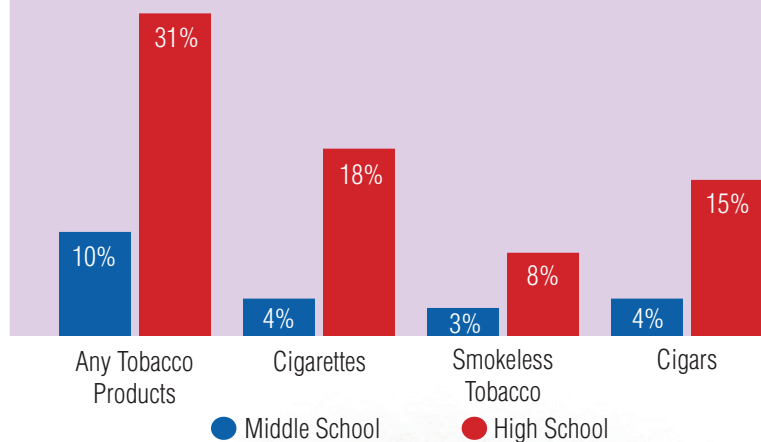
Successful youth prevention programs must monitor new trends and adjust for new products that are cheaper and more accessible than cigarettes. It is clear that the tobacco industry continues to make changes to stay ahead of the marketing curve with methods that make tobacco control and youth prevention more difficult.

Tobacco control strategies targeted at youth should include increasing the unit price of all tobacco products, which can be achieved by raising tobacco excise taxes. Higher cost is an effective intervention to reduce youth initiation. Indiana tobacco control advocates are currently working toward state and local tobacco retail policy changes.

<sup>1</sup> Campaign for Tobacco Free Kids (2009). The path to smoking addiction starts at very young ages. [Fact Sheet]. Available at <http://www.tobaccofreekids.org/research/factsheets/pdf/0127.pdf>.



## CURRENT USE OF TOBACCO PRODUCTS AMONG MIDDLE AND HIGH SCHOOL STUDENTS, 2008 IYTS

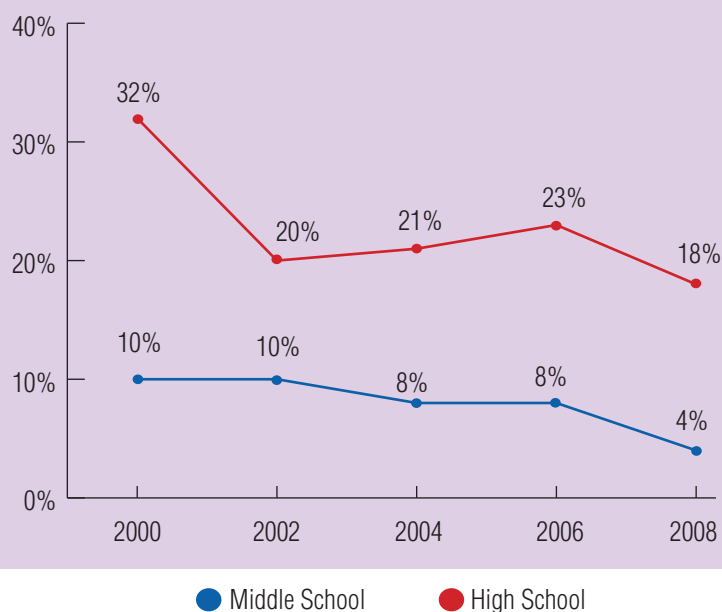


### Current use of tobacco products

While only 10 percent of middle school students currently use cigarettes, smokeless tobacco, or cigars, nearly one in three high school students reported any current tobacco use. For both groups, cigarettes and cigars are preferred over smokeless tobacco products.



## PERCENTAGE OF MIDDLE AND HIGH SCHOOL CURRENT SMOKERS, 2000-2008 IYTS



### Youth cigarette smoking rates hit an all time low

Indiana has set a targeted objective to maintain cigarette smoking rates among middle school students at less than 5 percent and to reduce smoking rates among high school students to 17 percent, a target that is close to being achieved.

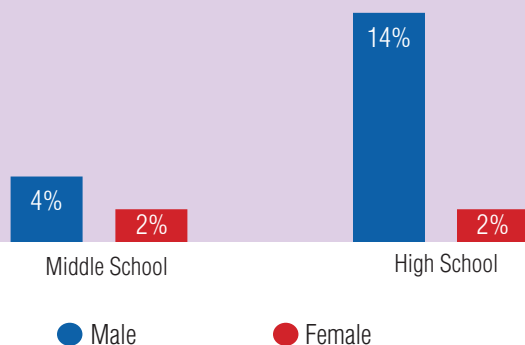
Between 2006 and 2008 the current smoking<sup>2</sup> prevalence rate for middle school students significantly dropped by 50 percent (from 8 percent to 4 percent); the current smoking rate for high school students significantly dropped by 22 percent (from 23 percent to 18 percent).

<sup>2</sup> Current smoking is defined as smoking at least one cigarette in the past 30 days.





## PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO CURRENTLY USE SMOKELESS TOBACCO, 2008 IYTS



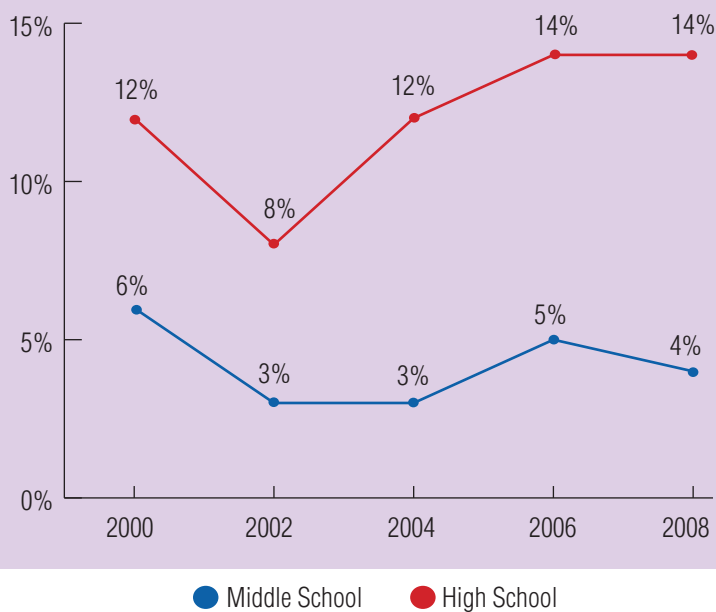
### Smokeless tobacco is preferred by middle school and high school males

In 2008, the rate of current smokeless tobacco use<sup>3</sup> was 2 times higher for middle school males compared with females. High school males used smokeless products at seven times the rate as females.

<sup>3</sup> Current use of smokeless tobacco is defined as using chewing tobacco, snuff, or dip at least once in the past 30 days.



# PERCENTAGE OF MALE MIDDLE AND HIGH SCHOOL STUDENTS WHO CURRENTLY USE SMOKELESS TOBACCO, 2000-2008 IYTS

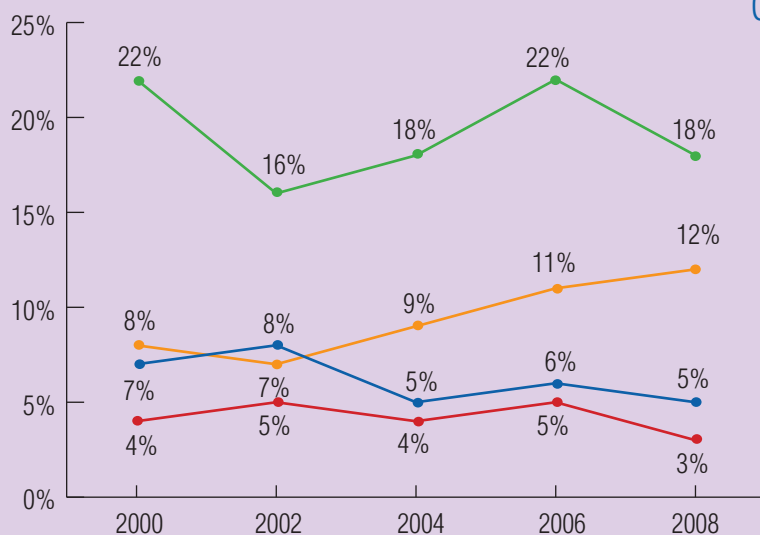


## Smokeless tobacco use drops for middle school, up for high school students

During the period between 2000 and 2008, current use of smokeless tobacco ranged from 4 percent to 6 percent among middle school males and from 8 percent to 14 percent among high school males.



## PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO CURRENTLY SMOKE CIGARS BY GENDER, 2000-2008 IYTS



- High School - Male
- High School - Female
- Middle School - Male
- Middle School - Female

### Cigars are becoming more popular among high school females

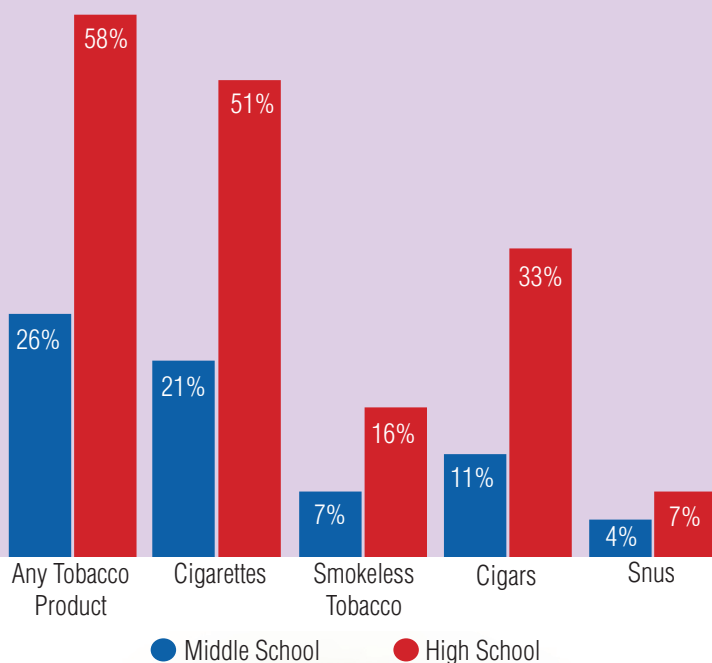
Between 2000 and 2008, middle school students' current cigar use<sup>4</sup> rate ranged from 5 percent to 8 percent among males and from 3 percent to 5 percent among females, with the lowest rates reported in 2008.

During the same period, current cigar use among high school males significantly declined by 18 percent (from 22 percent in 2000 to 18 percent in 2008). Though cigar use rates have remained lower among high school females compared to males, there is evidence that these rates are on the rise. High school females reporting current cigar use significantly increased by 50 percent (from 8 percent to 12 percent) between 2000 and 2008.

<sup>4</sup> Current cigar use is defined as smoking cigars, cigarillos, or little cigars at least once in the past 30 days.



## EXPERIMENTATION WITH TOBACCO PRODUCTS AMONG MIDDLE AND HIGH SCHOOL STUDENTS, 2008 IYTS



### Experimentation with tobacco products

Experimentation with specific tobacco products<sup>5</sup> vary widely between middle school students and high school students. In 2008, only 21 percent of middle schoolers had experimented with cigarettes, 7 percent experimented with smokeless tobacco, and 11 percent experimented with cigars. In contrast, over half (51 percent) of high schoolers had ever tried cigarettes, 16 percent had tried smokeless tobacco, and 33 percent had tried cigars.

Despite the differences, both groups saw encouraging declines in tobacco use experimentation between 2000 and 2008. The rates of ever trying any tobacco products significantly declined by 37 percent (from 41 percent to 26 percent) among middle schoolers and by 18 percent (from 71 percent to 58 percent) among high schoolers (data not shown).

An important inclusion in the measurement of tobacco use includes a relatively new smokeless tobacco product. Snus is made of a tea bag-like pouch of smokeless tobacco that is placed between the cheek and gum. In 2008, 4 percent of middle school students and 7 percent of high school students reported trying snus at some point in their lifetime.

<sup>5</sup> Experimentation with tobacco products is defined as ever using/smoking the product (or any product) at any time in their lives.



## PERCENTAGE OF MIDDLE AND HIGH SCHOOL EVER SMOKERS, 2000-2008 IYTS



● Middle School    ● High School

### Cigarette initiation among youth is continuing to decline

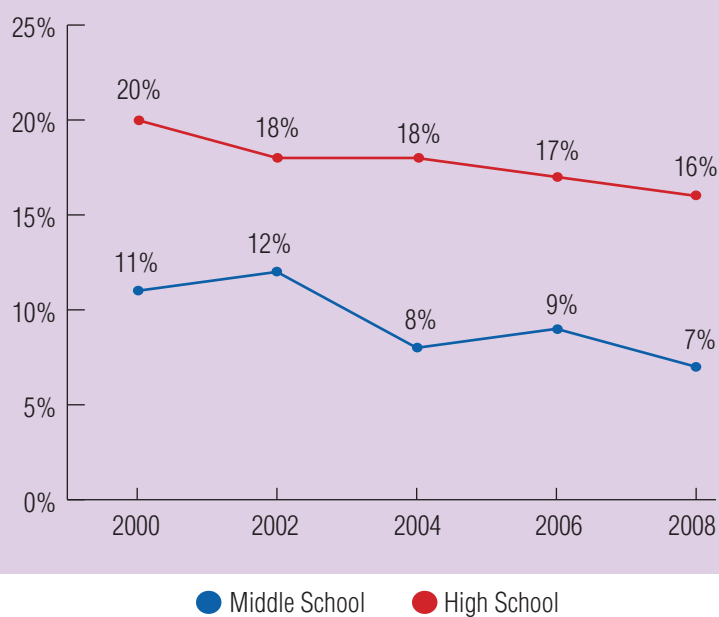
Between 2000 and 2008, the percentage of youth who experimented with cigarettes<sup>6</sup> significantly declined in all age groups. Middle schoolers saw a 38 percent (from 34 percent to 21 percent) decline, while smoking experimentation was reduced by 22 percent (from 65 percent to 51 percent) among high school students.

<sup>6</sup>Experimentation with cigarettes is defined as ever smoking cigarettes, even a puff or two, at any time in the respondent's life.





## PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO HAVE EVER USED SMOKELESS TOBACCO, 2000-2008 IYTS



### Smokeless tobacco experimentation is declining

Between 2000 and 2008, experimentation with smokeless tobacco<sup>7</sup> significantly declined by 36 percent (from 11 percent to 7 percent) among middle school students. In 2008, 16 percent of high school students reported that they tried smokeless tobacco at some point in their lifetime. Smokeless tobacco experimentation is higher among males than females (data not shown).

<sup>7</sup>Experimentation with smokeless tobacco is defined as ever using chewing tobacco, snuff, or dip at any point in the respondent's life.



## PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO EVER SMOKED A CIGAR, 2000-2008 IYTS



● Middle School ● High School

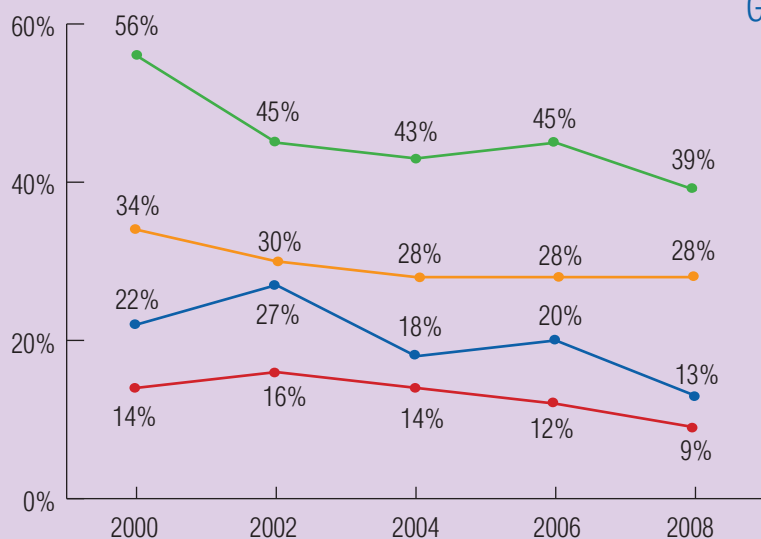
### Experimentation with cigars is also declining

Between 2000 and 2008, experimentation with cigars<sup>8</sup> significantly declined by nearly 40 percent (from 18 percent to 11 percent) among middle school students and by over 25 percent (from 45 percent to 33 percent) among high school students.

<sup>8</sup>Experimentation with cigars is defined as ever smoking a cigar, even a puff or two, at any time in the respondent's life.



## PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO EVER SMOKED A CIGAR BY GENDER, 2000-2008 IYTS



- High School - Male      ● High School - Female
- Middle School - Male      ● Middle School - Female

### Declines in cigar experimentation slow for high school females

As with current cigar use, cigar experimentation is higher among males than females. However, while experimentation with cigars for both genders declined between 2000 and 2008, since 2004, cigar use among high school females has remained relatively unchanged.

